



You've got
what it takes
TO BE AN AWESOME TEAM CAPTAIN.



UNCLE TONY AND NEPHEW CARSON | Team Cancer Fighters. Relay For Life of Gwinnett County, GA



“At Relay For Life, I feel so special and loved. The support here makes it so much easier for me to push through.”

EILEEN | Student. Athlete. Cancer Survivor.

We can't thank you enough.

Every single one of us has been touched by cancer in some way. Friends, relatives, caregivers, and survivors — each of us brings a special passion to our mission to end this disease.

By joining the Relay For Life movement, you're helping the American Cancer Society achieve our vision: to free the world from the pain and suffering of cancer. The money that you and your team raise will help us to save lives and celebrate life. Every day.

Thanks again for putting your time, effort, and passion into Relay For Life. Let's show the world that together, we are stronger than cancer.

Let's roll up our sleeves and get started.

Being a Team Captain is easier than it sounds.

Here are three easy steps to success:

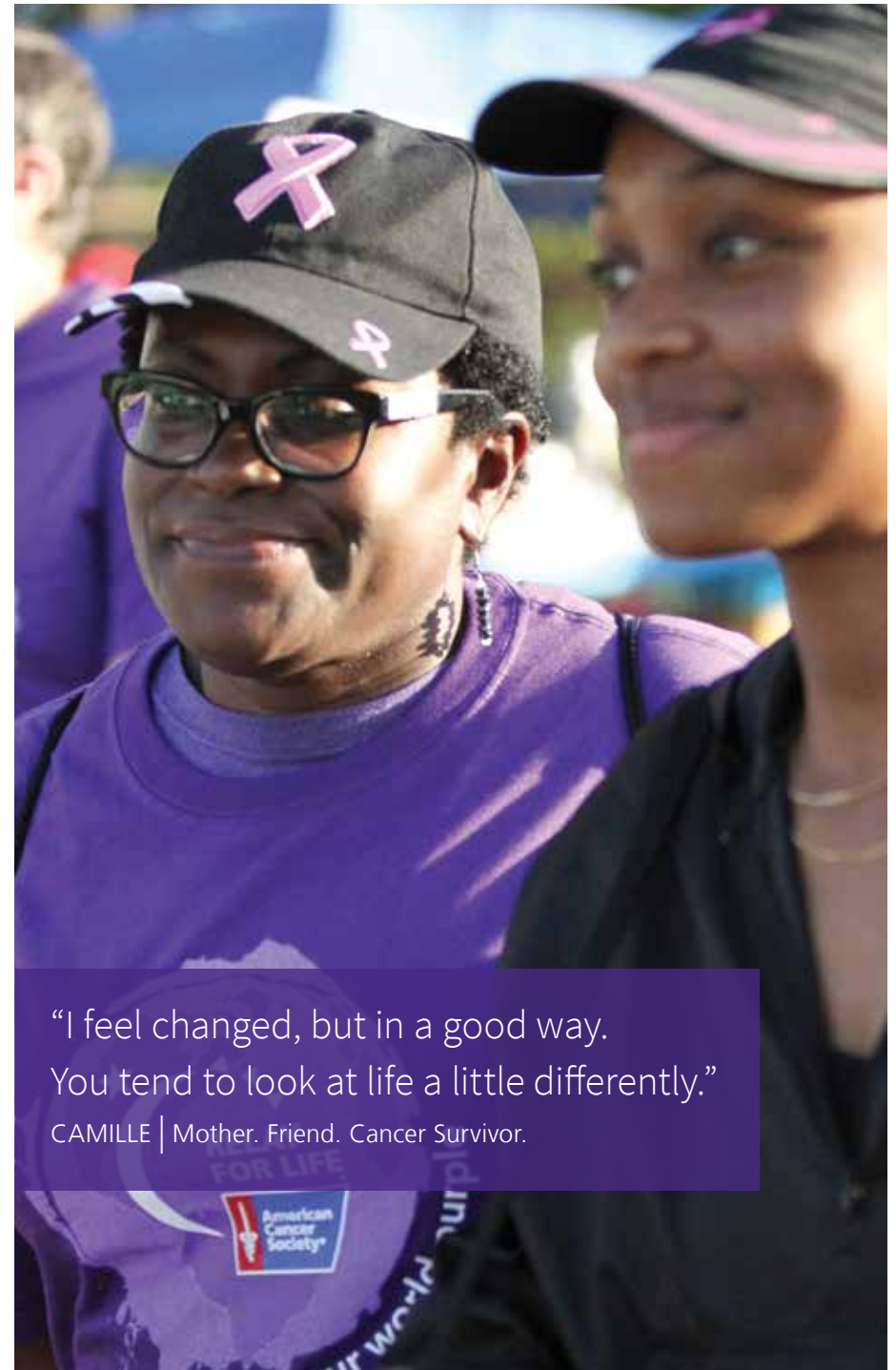
First, recruit some team members. Family, friends, coworkers, neighbors ... the possibilities are endless. Anyone who is passionate about saving lives from cancer belongs on your team.

Next, start fundraising. The easiest way to get started is with our American Cancer Society FUNdraising app, which allows you to accept

donations on the go. Other ideas for fundraising success include:

- Share why you're fundraising on social media and provide a link to your personal fundraising page.
- Send emails to your business contacts with your story.
- Host a lunch or dress-down day fundraiser at your workplace.
- Turn a hobby into a fundraiser.
- Ask your gym to host a workout class for donations.
- Offer gourmet snacks for a donation at soccer practice.
- Host a movie night with friends.

And finally, lead your team to the celebration and join us at Relay For Life.



"I feel changed, but in a good way.
You tend to look at life a little differently."

CAMILLE | Mother. Friend. Cancer Survivor.

You'll be helping to save lives and celebrate life.

The American Cancer Society has been working to end cancer for more than a century. We're not there yet, but we've made some incredible progress thanks to the support of amazing and passionate Relay For Life team captains like you. The money you and your teams raise provides support to people in every community impacted by this disease.



\$4.5 billion: Amount we've invested in research since 1946, making us the largest nonprofit, non-governmental funder of cancer research in the US.



4.5 million: Number of free nights we've provided to cancer patients and their caregivers at Hope Lodge facilities while they received treatment far from home.



15.5 million: Number of cancer survivors alive in the US today, thanks in part to our work – and your support.



7.6 million: Number of free rides to treatment we've provided for cancer patients.



2017 RELAY FOR LIFE EVENT T-SHIRT

Think of the impact you'll make.

It's a win-win. For every fundraising milestone you reach, you can earn rewards. Even better, you're helping the American Cancer Society save lives from cancer.

Raise \$100 and become a Hope Club member. We challenge each Relay For Life participant to raise \$100 or more for the American Cancer Society. That \$100 could help provide 10 free rides to and from treatment for a cancer patient. As a member, you'll receive the Relay For Life event T-shirt to celebrate your commitment to the cause.

Set a goal beyond \$100. The more money you raise, the greater impact you can make to save lives. You can earn rewards from the \$250 Individual Bronze Club level all the way up to the \$10,000 Individual Purple Club level. Be sure to visit RelayForLife.org/FundraisingClubs to learn about all of our Fundraising Club levels and incentive prizes. We also recognize team fundraising efforts through our Team Fundraising Club program – from the \$1,000 Rising Star level up to the \$500,000+ Cure Club level!

We're always here to help.

Resources are available to help you maximize your donations and make the most of your Relay For Life experience.

The all-new American Cancer Society FUNdraising app makes on-the-go fundraising and event management easier than ever before. You can raise money, track donations, and thank family and friends for their generous support while staying connected with the American Cancer Society. Available for iOS and Android.

RelayForLife.org. Check out our all new website. This is the place to log in and begin. Your personal fundraising page provides you with the tools you need to get started. You can send emails to recruit team members, ask friends and family for donations, track your progress, and lots more.

Relay Resources Site. Your personal link to this site is included in the welcome letter that came with this guide. Here you can download helpful resources such as a team roster, track schedule, and information on how the American Cancer Society is putting dollars to work. You can also order fundraising supplies to be mailed directly to you.

Relay Nation. Visit RelayNation.org, an online community where Relay For Life participants can connect and share resources, stories, and inspiration. With millions of people participating in Relay For Life events each year, you're bound to find some ideas you can use here.

Event Leadership Team and Team Ambassador.

If you need help, talk to your Event Leadership Team or Team Ambassador. They're here to help you make the most out of your Relay event experience.



cancer.org | 1.800.227.2345

